

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

Reserve

There is a great and constant need to tell the story of the ever-changing wartime food situation--how much we have and the outlook for future supplies...why certain foods are scarce or plentiful... what are the factors which affect the demand for food and the supplies available.

The public needs to know the facts and the reasons, especially the reasons for change.

Why is it that shoppers have trouble finding onions for a long time and then suddenly, with the coming of a new crop, the stores have more than they can handle? Why are certain preferred cuts of meat practically unobtainable in some markets at a time when the total supply of meat is large enough so that point values can be removed on nearly all meats? And why do we find temporary, local market gluts of certain foods when we know that total wartime needs exceed the supply?

Finally--above all--what can the American people do to improve the food situation, to help make food "fight for freedom?"

The pages that follow provide an approach to answer questions like these. First, there is a general section which indicates the factors that affect the food situation, as well as a thumb-nail sketch of the outlook for future civilian supplies as it appears today. Second, there is a brief statement on food information programs, suggesting the main points to emphasize in the light of the current food situation, together with a listing of the materials available.

USE THIS FACT SHEET TO MAKE FOOD FIGHT FOR FREEDOM.

Factors That Determine the Food Supply

Right now we have plenty of most foods, and will continue to have during the present growing season barring unfavorable weather--with a large output of fresh fruits and vegetables, and with marketings of meat animals larger than usual at this time of year. For this situation we have to thank mainly the farmers, Victory Gardeners, volunteer workers, food processors, and home canners for their record-smashing efforts last year.

But food supplies must be constantly replenished, and war requirements are growing as the liberation of Europe draws near. What will be available this coming winter and afterwards will depend, more than anything else, on our output during the present growing and canning season.

Beyond the current season of relative plenty, the food supply for American civilians depends upon these factors:

1. The progress of the war...how fast the United Nations can free peoples under the Axis yoke, the extent of damage done by the enemy's scorched-earth tactics,

the timing of our victories in relation to crop plantings and harvestings, the amounts of ocean shipping available in the various stages of the war throughout the world.

2. The weather. Food production goals are necessarily based on average yields. A change in yield of only a few percent, due to the unpredictable weather, can mean the difference between surplus and shortage. We have had several years of exceptionally good weather, but we can never be certain of its continuance.

3. Labor for emergency work on farms and in food processing plants. Farm production goals call for a 1944 output a third above pre-war, with the farm working force at an all-time low. Farmers and their families are already working about as long and hard as they can. The need for emergency workers to harvest and process fruits and vegetables is especially critical.

4. New farm machinery, enough and on time. Machinery must replace in part farm manpower lost to the armed forces and war plants. Older machinery is under an extra strain and is wearing out.

5. Victory Gardening and home canning. For the year beginning July 1, war requirements will take slightly more than half of our supply of commercially canned fruits and vegetables. Amounts available to civilians during the coming winter and spring will depend largely on Victory Gardening and home canning this current season.

Rationing of Meats and Canned Vegetables

It is natural to ask why points were recently reduced to zero on most canned vegetables and meats in view of a long-range outlook for wartime demand greater than prospective supplies.

In the case of canned vegetables, the main purpose of a temporary "point holiday" was to move stocks held over from 1943 and thereby encourage canners to provide for a larger 1944 pack. After accomplishing this purpose, points will unquestionably be restored on most canned vegetables because military requirements for the year beginning July 1 are up more than 70 percent.

The removal of points from most meats can be traced back to limited cold storage facilities and feed supplies. There simply is not sufficient refrigeration space to slaughter and store large amounts of meat for future use. Neither is there enough feed to continue to support on farms our record numbers of cattle and hogs and poultry. Heavier marketings now will help bring cattle and hog numbers into line with feed supplies.

The question of future ration points for meat depends partly on the outlook for feed crops and range conditions and partly on distribution problems--such as shortages in certain markets or scarcities of the preferred cuts and better grades of meat.

The War Food Administration has the responsibility for dividing up the Nation's food supply among civilians, the military, lend-lease, and other claimants. It is also responsible for deciding when foods are to be rationed or not.

Outlook for Civilian Supplies

While long-range forecasts about food are always subject to change, here in brief is the present outlook for civilian supplies per capita:

Meats: Adequate supplies as long as marketings continue high--except for preferred cuts from the better-grade carcasses on which military takings are heavy and civilian demand is strong.

Dairy Products: Fluid milk about same as last year, well above pre-war. Butter, cheese, evaporated milk continue under rationing, with military requirements heavy.

Eggs: Record high most of this year, but expectations are that supplies will be smaller next year.

Vegetables: Seasonal abundances of fresh vegetables--especially onions, celery, cabbage, green peas, and melons.

Because of greatly increased military needs, canned vegetables and vegetable juices to civilians will be cut sharply during the year beginning July 1--especially tomatoes and tomato juice, snap beans, peas, beets, and asparagus.

Fruits: Fresh fruits, especially deciduous, more plentiful, but canned fruits and juices about the same as last year's low supply.

Food Fats and Oils: Not much change from last year, except that lard will be more plentiful as long as hog marketings continue high.

Sugar: Enough to cover essential needs but not to increase rationed amounts.

Grain Cereals: Continued plentiful.

Farm Labor

Farm labor recruitment is more urgent than ever. Farm production goals this year call for the highest output in history, and these goals must be met in 1944 so that we'll have enough food for civilians and war needs in 1945.

Losses of farm workers to the armed forces and war plants have not been fully compensated by children and by older men and women.

To supplement the regular farm labor force, we need four million Crop Corps workers to assist farmers in meeting their goals--2,000,000 men, 1,200,000 youth, and 800,000 women.

Demobilized veterans who came from farms are especially needed on farms now. Men and women with farm experience released from war plants have an opportunity on farms to continue essential employment.

Peak needs will begin in July and extend through the month of October. Labor will be needed to harvest and process vegetables, detassel corn, block and thin sugar beets, chop and pick cotton, harvest all fruits and field crops, and for many other important farm tasks.

AUG 11 1944

For local materials available on farm labor program, contact local County Agent or State Extension Service headquarters. The following publications are available from the Office of Information, U. S. Department of Agriculture, Washington 25, D.C.:

1. Pamphlet, "VFV on the Farm Front," printed, 12 pages, for youth supervisors. Available in limited supply.
2. VFV leaflet, "Join Us on the Farm Front," Appeals to the youth for work on farms. Printed.
3. Pamphlet, "Women's Land Army," printed, 8 pages. Explains WLA program for recruiting women for farm work, available in limited supply.
4. "Pitch In and Help," AWI-101. Appeals to women for work on farm, printed. Good supply available.

Victory Gardens

We must continue our efforts to get as many Victory Gardens as possible and make each garden produce to the utmost. This position was strongly endorsed by the Interdepartmental Victory Garden Committee, and in public statements by the Secretary of Agriculture, the War Food Administrator, the Administrator of OPA, and by the President.

While fresh vegetables will be plentiful this season and temporarily we are distributing most canned vegetables with no ration points, civilians will have 20 percent less of the principal canned vegetables during the year beginning July 1.

Military requirements for canned vegetables and fruits are greater than ever before. If we fail to grow and can enough to make up for the deficit in commercially canned goods, the entire cut will be felt by civilians. War needs must be met!

So---work at your gardens with home canning in mind. Fortify your diets in summer with fresh fruits and vegetables--if they're in your own garden you won't have to worry about transportation bottlenecks. Play safe by growing your own--you never can tell what the weather will do throughout the country. If you are in the South, grow a fall garden by all means.

PLANT MORE, BIGGER AND BETTER GARDENS --- AND CAN THE SURPLUS.

The best source of locally adapted written information is the State Agricultural College. However, the following national leaflets are available upon request from the Office of Information, U. S. Department of Agriculture, Washington 25, D. C.:

Victory Gardens (MP 483). USDA. 1943 revised. Printed, 16 pages.

Gardening in Towns and Cities (MP 538). USDA. 1944. Printed, 40 pages.

Handbook on Insects and Diseases (MP 525). USDA. 1944. Printed, 32 pages.

Home Food Preservation

There'll be no holiday for home canners--not if we're to eat as well next winter as we did last.

Military and other war needs are taking an even bigger bite out of commercial canned food packs than in 1943.

Over half the expected 1944 commercial pack of fruits will be set aside for government purchase, leaving civilians with about the same as last year's low supply.

Likewise because of a sharp increase in war requirements, for the year beginning July 1 civilian supplies of all vegetables (excluding baby foods, soups, and canned baked beans) will be down about 11 percent, with the principal canned vegetables down 20 percent--tomatoes down about 34 percent, snap beans 32 percent, peas 26 percent, beets 20 percent, asparagus 13 percent, and tomato juice down about 16 percent.

So it's common sense to can fruits and vegetables at home--tomatoes particularly because they are high in Vitamin C and the American diet even in peacetime never has a generous enough supply of this important nutrient.

Tomatoes and fruits can be safely canned without a pressure cooker. Root crops can be stored without using any scarce equipment.

Housewives who do not have adequate canning equipment at home should be directed to community canning centers where they are established. Information may be obtained from the Regional Office of Distribution, WFA, or from State Offices of Education, or from County Agricultural Agents or Home Demonstration Agents.

The present urgent need to home-can more than four billion units of food this year intensifies the need to do it right--to waste no food and avoid repeating the accidents and failures that resulted from unsound methods last year. Agencies conducting canning demonstrations and classes are urged to recommend only up-to-date canning directions, known to be based on scientific research.

Radio and press support for the home canning program will reach its peak in July, but there is need to continue the educational drive until frost catches the late fall tomatoes.

Continued emphasis on home canning and storage will serve the double purpose of utilizing seasonally plentiful supplies of fresh fruits and vegetables, without waste, and putting up supplies for the winter when they will be badly needed.

Every State College of Agriculture has free bulletins on canning and other ways of preserving food at home. Also available free from the Office of Information, U. S. Department of Agriculture, Washington 25, D. C. are the following:

- Home Canning of Fruits and Vegetables, AWI-93
- Take Care of Pressure Canners, AWI-65
- Over Drying--One Way to Save Victory Garden Surplus, AWI-59
- How to Prepare Vegetables and Fruits for Freezing, AWI-100
- Pickle and Relish Recipes, AWI-103

Home-made Jellies, Jams, and Preserves, 1800F (Available in limited supply)
Home Storage of Vegetables and Fruits, 1939F (Available in limited supply)
Community Canning Centers, MP-544

Food Conservation

"There's plenty of food to eat but none to waste." This statement by the WFA Administrator strikes the keynote for the Food Conservation Program.

It may be difficult to arouse enthusiasm for cutting food waste at a time when most foods are seasonally abundant, but these points can be driven home:

1. The worldwide need for food exceeds the supply, and probably will for the duration--so there literally is "none to waste."
2. The best way the average civilian can cut food waste is to eat, can or store perishable foods which are plentiful in any given season in any given locality.

For the future it is desirable to rely less on "broadside" appeals but rather to concentrate on the specific points where large amounts of food are wasted as it travels from the farm through the various stages of processing and distribution until it finally ends up in the home and thence to the consumer--or, unhappily, in the garbage can.

Materials obtainable from Regional Offices of Distribution, WFA, or from the Office of Information, USDA, Washington 25, D. C.:

Reducing Food Waste in Retail Stores. 16 pages.
Kitchen Intruders--Why Tolerate Them? AWI-70
Cut Food Waste, NFC-12. How to conserve food in the home.
Stop Food Waste. 3-panel exhibit. (Available on loan basis only.)
Lick the Platter Clean. 14 $\frac{1}{2}$ x20 full-color poster.

Nutrition

The Wartime Nutrition Program offers another opportunity to take fullest advantage of the current food situation, which is characterized by plentiful supplies of most fresh fruits and vegetables, in season and in many areas, together with an outlook for smaller civilian supplies of most canned fruits and vegetables.

The value of fortifying the diet can be emphasized in connection with Victory Gardens, especially fall gardens in the South. Likewise, the urgency for home canning should be stressed in order to provide sufficient fruits and vegetables for the winter, when vitamin intake is normally low. Some vitamins cannot be stored in the body but must be taken daily.

Whenever certain foods are abundant in any locality, Nutrition Committees can facilitate their consumption by suggesting recipes, by telling of the nutritional value of such foods, and in other ways.

Nutrition will receive maximum emphasis through all media during the month of September, but wartime nutrition education will go forward in high gear for the

duration. Important in peacetime, it is doubly essential during the stress and strain of war.

Available from Regional Offices of Distribution, WFA, or from the Office of Information, USDA, Washington 25, D.C. are the following materials on nutrition:

National Wartime Food Guide, NFC-4. Revised kitchen pin-up showing the basic 7 food groups.

The Food We Live By, NFC-5. For use by young people.

Handbook for Food Demonstrations in Wartime. 32-page pamphlet.

Poster, For Health...eat some food from each group every day, 22"x28"

Films, silent or sound, 16mm. or 35mm. Available from Regional Offices of Distribution, WFA.

Available at cost from the Government Printing Office:

Posters - "Eat the Basic 7 Every Day" - 10 cents each - \$4 per 100.

"Avoid Fatigue" - 5 cents each - \$2 per 100.

"Good Food Means Good Work" - 5 cents each - \$3 per 100.

"Eat 3 Well-Balanced Meals Every Day" - 5 cents each - \$3 per 100.

Folder - (Take Home) - "Eat a Lunch that Packs a Punch" - 5 cents each, \$1 per 100.

Table Tent Cards - Set of 7 illustrating each of the 7 basic food groups - 10 cents per set - \$5 per 100 sets of seven.

Marketing Plentiful Foods

Although the total wartime demand for American food is greater than what we can produce, process, store, and ship, we can continue to expect market gluts, at least seasonally and locally. This may be due to exceptional weather and above-normal yields. It may be due to overplanting a certain crop that may have been scarce and high-priced the year before. It may be due to storage or transportation bottlenecks, backing up supplies so they do not reach their outlets.

The reasons vary with different cases, but it is most important to give the public the full story in connection with each commodity that overflows normal market demand at any one time and place.

It is likewise important to see that such foods--especially perishables--are promptly consumed, or that they are canned or stored for future use. It is important to fortify the civilian diet with fresh fruits and vegetables when and where they are plentiful. It is also important to see that the farmer has a market at a fair price this year if we expect him to grow the right amounts of the right things next year.

Special drives are conducted, and more are planned, whenever perishable foods become plentiful--nationally, regionally or locally.

The War Food Administration issues a weekly list of foods that are currently plentiful, also an advance list of foods likely to be plentiful for the month ahead. Some foods are plentiful in all parts of the country, but in the case of others a check on local markets is essential before launching a sales promotion.

Market news reporters at most important terminals issue daily and weekly reports on the amounts, quality and prices of foods available. Similarly, the District Offices of Distribution, WFA, call attention to the supplies of foods in their areas. Local Nutrition Committees are provided with food supply information, transmitting it to consumers in various ways. The reports of the Offices of Distribution--national, regional and district--are available to anyone on request.

The Washington and field staffs of the Office of Distribution, WFA, are currently engaged in helping market plentiful foods through all media.

Victory Food Selections are designated when an intensive, emergency drive is needed to move a commodity into channels of consumption.

A special program for retail stores is now being planned, to provide speedy push behind fresh perishables at the point of sale whenever they become plentiful in any given area.

Whenever a commodity promises to be so plentiful as to require a special drive, a fact sheet is prepared and sent to all parties--government, trade and media--who might help on the program. Other materials are likewise made available when timely.

The Bureau of Agricultural Economics obtains regular reports on crop conditions and issues periodic reports on the outlook for each crop. The table below shows the latest outlook for the late spring and early summer crops of fresh vegetables.

June 1 Outlook for Production of Late Spring and Early Summer Vegetables for the Fresh Market

Crop	Percent of 1933-42 average	Percent of 1943	Crop	Percent of 1933-42 average	Percent of 1943
<u>20 late spring crops</u>	104	112	Beets	47	89
Eggplant	147	186	Tomatoes	87	89
Onions	163	178	Snap beans	50	75
Watermelons	109	161	Carrots	128	65
Green peas	94	148	<u>11 early summer crops</u>	107	121
Cantaloups	100	147	Onions	120	171
Green peppers	119	143	Watermelons	99	133
Honeydew melons	48	142	Cantaloups	114	124
Celery	115	122	Green peppers	133	123
Cucumbers	85	120	Cabbage	118	118
Honeyball melons	38	117	Celery	103	116
Lettuce	98	109	Snap beans	152	109
Asparagus	149	107	Cucumbers	95	100
Cabbage	82	105	Beets	113	99
Cauliflower	87	105	Tomatoes	115	98
Spinach	120	103	Lettuce	95	85
Lima beans	108	93	Av. spring and summer	106	117